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Contact: Katie Conover

202.729.4175

Katie.conover@ogilvypr.com

Rachel Ciccarone

770-488-5131

RCiccarone@cdc.gov (CDC)

Fruits & Veggies—More Matters, the Next Generation “5 A Day”

New Public Health Initiative Launched by Produce for Better Health Foundation and CDC

San Francisco, CA, March 19, 2007 — To encourage Americans to eat more fruits and vegetables, Produce for Better Health Foundation (PBH) and the Centers for Disease Control and Prevention (CDC) today unveiled a new public health initiative, *Fruits & Veggies—More Matters™*, the next generation of the 15-year-old “5 A Day for Better Health” program. The initiative’s launch coincided with the release of a new article in the *American Journal of Preventive Medicine* showing that most Americans do not eat enough fruits and vegetables.

The new *Fruits and Veggies—More Matters* brand was also developed to be consistent with the latest Dietary Guidelines for Americans, which recommends various numbers of servings of fruits and vegetables depending on an individual’s calorie needs – ranging from 4 to 13 servings, or 2 to 6.5 cups, per day.

“*Fruits & Veggies—More Matters* is a new call for a healthier America that is inspiring, attainable, and easy for people to understand,” said Dr. Elizabeth Pivonka, PBH president and CEO. “The message is intentionally simple: Most people benefit from eating more fruits and vegetables every day.” She added that all forms count: fresh, frozen, canned, dried, and 100-percent juice.

Dr. William Dietz, Director of CDC's Division of Nutrition and Physical Activity, said that healthy diets rich in fruits and vegetables may reduce the risk of cancer, diabetes, and other chronic diseases and can also help people manage their weight. Yet, he noted more than 90 percent of both adults and children do not consume the amounts now recommended by the Dietary Guidelines. "Our mission is to change consumers' behavior over the long term and close this consumption gap," he said.

Also announced today was the *Fruits & Veggies—More Matters* interactive Web site, www.fruitsandveggiesmorematters.org, offering recipes, serving ideas, and shopping advice. It includes activities and tips for getting children involved and gives consumers the opportunity to share their own easy and fun serving ideas by submitting them online.

Highlighted on the new Web site is the *Fruits & Veggies—More Matters Challenge*, an 11-week contest invites families to submit a favorite recipe or preparation tip involving fruits and vegetables. Participants may win the opportunity for their family to learn easy, healthy cooking methods directly from an expert chef at The Culinary Institute of America.

According to Dr. Pivonka, consumers will soon start to see *Fruits & Veggies—More Matters* on packaging and in stores nationwide: 21,000 supermarkets and 170 companies are already licensed to participate. In addition, consumer outreach at both the state and local government levels will aim to help make healthy food choices the easy choices.

For more information on *American Journal of Preventive Medicine* manuscripts please contact: AJPM Editorial Office at 858-457-7292 or AJPM@ucsd.edu

About Produce for Better Health Foundation

Produce for Better Health Foundation is a nonprofit organization whose mission is to lead the way to achieving increased daily consumption of fruits and vegetables by leveraging private industry resources, leveraging public sector resources, influencing policy makers, motivating key consumer influencers, and promoting fruits and vegetables directly to consumers. To learn more, visit www.pbhfoundation.org

About the Centers for Disease Control and Prevention

The Centers for Disease Control and Prevention (CDC) is one of the 13 major operating components of the Department of Health and Human Services (HHS), which is the principal agency in the United States government for protecting the health and safety of all Americans and for providing essential human services, especially for those people who are least able to help themselves.

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